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Mianji

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(54) **METHOD AND APPARATUS FOR DISTRIBUTING CONTENT**(75) Inventor: **Marty Mianji**, Lake Oswego, OR (US)(73) Assignee: **Ustringer LLC**, Lake Oswego, OR (US)

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G06F 17/30 (2006.01)(52) **U.S. Cl.**
USPC **707/758; 707/769**(58) **Field of Classification Search**
USPC **707/758, 769**
See application file for complete search history.(56) **References Cited****U.S. PATENT DOCUMENTS**

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Some embodiments provide a system that provides a UI for delivering content to a content reviewer. The UI includes (i) a first UI tool for receiving a user query and for searching a set of content items based on the user query, (ii) a second UI tool for retrieving a set of tags associated with each particular content item, and (iii) a third UI tool for generating a list of content items based on the retrieved tags. In some embodiments, each tag in the set of tags is associated with a computed metric. The tags are sorted based on this metric in some embodiments. The metric of some embodiments is based at least partly on a user type. User types include content provider, content retriever, and content evaluator. In some embodiments, the UI also includes a UI tool for receiving content or presenting the list of content items through a communications network. In various embodiments, the communications network may be a network of networks (e.g., the Internet), a private network, a public network, a wireless cellular network, etc.

18 Claims, 29 Drawing Sheets